

WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Agency

Contract #

1372254

Brand Product

Alexandria, VA 22314 Ste 400 Smart Media Group-Alexandria 814 King St

Comments Billing Type

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Weekly/Irregular

MCCR/ORDR/917923

National/Political Candidate Agency BRD

Sales Tax

Net Total

Account Types

Phone/Fax Buyer Name

Line

Line Type / Break Type (Ref #)

Schedule Dates Sales Office Salesperson Advertiser Millennium Washington DC MCCRORY FOR GOV (195181) McCrory for Governor (30707) 09/18/12-09/23/12

Smart Media Group-Alexandria (6613) DOME, PATRICIA Millennium/DC, Washington DC (1108) POLITICAL CANDIDATE (ns) (1186)

> Order Type Demo Headline # CO-OP Entered By Package Deal Last Modified Date Entered AS EG No Lis

\$1,485.00 \$1,485.00

Greensboro (WXLV)

Commission Commission % £ \$2

15

114/17	By Broadcast Month	Spots
sa Carter	Sep. 2012	11
0	Grand Total:	11
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	272727272	
5.00	**********	
222.75	**************************************	
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	191919191	

Commen	Accepted-Station: Date:	Date:
	CONTINUATION CONTRACT	
	CONICIONATION CONICIONACH	

Accepted-Station: Moulde (Janeer

Accepted-Agency/Advertiser:

8.0 Normal Line / Prime (15)

09/21/12-09/21/12

:30 7:57:56P- ABC-Shark Tan (Frida/)

:30 12P- 1P (EST)

:30 11:01P- News- News 14 Carolina on ABC 45 at 11 m

:30 7P- 7:57P (EST)

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\$220.00 \$280.00

\$220.00 Greensboro (WXLV) \$280.00 Greensboro (WXLV) \$40.00 \$40.00

\$40.00 Greensboro (WXLV) \$40.00 Greensboro (WXLV) \$15.00 Greensboro (WXLV) \$80.00 Greensboro (WXLV)

FAMILY FEUD

MILLIONAIRE

SHARK TANK

9/14/12 9/14/12 9/14/12 9/14/12 9/14/12 9/14/12 9/14/12 9/13/12 Entered

09/18/12-09/21/12 09/18/12-09/21/12 09/18/12-09/21/12

7.0 Normal Line / SPOT (14) 6.0 Normal Line / SPOT (13) 5.0 Normal Line / News (12) 4.0 Normal Line / SPOT (11) 3.0 Normal Line / SPOT 2.0 Normal Line / Prime (9) 1.0 Normal Line / SPOT (3)

09/18/12-09/21/12

:30 12:02:05A- ABC-Jimmy Kimmel Live

:30 9A- The Doctors

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09/18/12-09/21/12

09/20/12-09/20/12

:30 10:02P- ABC-Scandal (Thursday) :30 10:58:40A- ABC-This Wee

09/23/12-09/_3/12 Dates

Sec

Length

Run Times

SPW Mo

Tu We Th

Ŧ Sa Š

Spots

Rate

Total

Station

Comments

\$785.00 \$25.00

\$785.00 Greensboro (WXLV)

SCANDAL THIS WEEK

KIMMEL

THE DOCTORS

NEWS

\$25.00 Greensboro (WXLV)

\$40.00 \$5.00

chalis

Comments:

3/E Bookend P/B Piggy Back

Rep Order# = 9818372 EC'd Yes

WXLV-TV GREENSBORO/W.SALEM

Agency

() SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 P1/P2/E MCCR/ORDR/917923

Hiatus Weeks Flight Dates Agency C/P1/P2/E

09/17/2012 - 09/23/2012

Ver# ω Status Revised

Traffic Order# 1372254

Last Received: Printed: 09/14/2012 4:14 PM

Showing Buylines: All Rep Revised Lines 09/14/2012 4:01 PM

1 of

Sales Office (Salesperson (Rep Firm

) JONATHAN VITTI 202-955-5342

) WASHINGTON

Salesperson FAX# Salesperson Phone#

- CONTRACT COMMENT -

Fax# Phone# Buyer Estimate# Product -Advertiser Station

PATRICIA DOME

917923

MCCRORY FOR GOV) POLITICAL

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

SEE LNS FOR MKGDS

PLS OF THANKS

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M	区 · ·	M-F	M-F	<u>М</u> - П	Day
09/17-09/17 10P-11P CASTLE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 730P-8P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 7P-730P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 730P-8P FAMILY FE Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	09/17-09/21 12P-1P MILLIONAI Sales Remark. V3 SPOTS NA AND TAKEN V3 Comment Changed, Spots/week Changed	Dates
10P-11P V3 SPOTS N jed, Spots/w	730P-8P V3 SPOTS N jed, Spots/w	7P-730P V3 SPOTS N jed, Spots/w	730P-8P V3 SPOTS N	12P-1P V3 SPOTS N jed, Spots/w	Time
10P-11P CASTLE V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	730P-8P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	7P-730P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	730P-8P FAMILY FEUD V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	12P-1P MILLIONAIRE V3 SPOTS NA AND TAKEN OUT d, Spots/week Changed	Program
.30	.30	.30	.30	.30	Len
\$640.00	\$70.00	\$70.00	\$70.00	\$20.00	Rate
0	0	0	0	O	Spots/Week
0	0	0	0	0	# of Weeks
0	0	0	0	0	Total Spots
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Total Cost

	Rep Order# EC'd Yes	
	# 9818372 s	
	Ver# 3	
	Ver# 3 Status Revised	
	Traffic Order# 1372254	
	Printed: 09/14/2012 4:14 Last Received: 09/14/2012 4:01 Showing Buylines: All Rep Revised Lines	
1	Printed: 09/14/2012 4:14 PM Last Received: 09/14/2012 4:01 PM ing Buylines: All Rep Revised Lines	
	2 of	

(J)

*12/ *13 *10 * *7 E Phone# Fax# Buyer Station Estimate# Product Advertiser M-F M−₽ M-F Μ-F M-₽ Day H Z, DT WXLV-TV GREENSBORO/W.SALEM

"" () POLITICAL PATRICIA DOME 917923 MCCRORY FOR GOV V3 Added Sales Remark. 09/21-09/21 V3 Added V3 Added 09/17-09/21 09/17-09/21 Sales Remark. 09/17-09/21 Sales Remark. V3 Added Sales Remark. 09/17-09/21 V3 Added Sales Remark. V3 Added Sales Remark. 09/17-09/21 V3 Added Sales Remark. 09/20-09/20 V3 More than 2 codes changed Sales Remark. 09/19-09/19 V3 Comment Changed, Spots/week Changed Sales Remark. 09/18-09/18 Dates V3 MKGD V3 MKGD V3 MKGD V3 MKGD V3 MKGD V3 REVISED PROGRAM V3 SPOTS NA AND TAKEN OUT V3 MKGD V3 MKGD 8P-9P 7P-8P 12P-1P 11P-1135P 1202A-108A KIMMEL 9A-10A 10P-11P 10P-11P 9P-10P Time NEWS REVENGE SHARK TANK FEUD MILLIONAIRE DOCTORS SCANDAL HAPPY / DONT TRUST Program Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency W N () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 W MCCR/ORDR/917923 09/17/2012 - 09/23/2012 Len .30 .30 .30 .30 .30 .30 30 :30 .30 \$220.00 \$280.00 Rate \$40.00 \$40.00 \$785.00 \$5.00 \$40.00 \$675.00 \$270.00 Salesperson Phone# Salesperson (Rep Firm Salesperson FAX# Sales Office (12 0 Spots/Week 6) WASHINGTON) JONATHAN VITTI μ ш Н μ μ 0 # of Weeks 202-955-5342 \vdash N Н Η 0 Spots Total \$220.00 \$280.00 \$40.00 \$40.00 \$15.00 \$80.00 \$785.00 \$675.00 \$0.00 Total Cost

Rep Order# 9818372 EC'd Yes Estimate# Product Station Advertiser WXLV-TV GREENSBORO/W.SALEM pr () POLITICAL 917923 MCCRORY FOR GOV Ver# u Status Revised Agency Traffic Order# 1372254 () SMART MEDIA GROUP 814 KING ST, SUITE 400 Showing Buylines: All Rep Revised Lines Last Received: Printed: 09/14/2012 4:14 PM 09/14/2012 4:01 PM Sales Office (Salesperson (Rep Firm) WASHINGTON) JONATHAN VITTI

3 of

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Agency C/P1/P2/E
Flight Dates ALEXANDRIA, VA 22314 **P1/P2/E** MCCR/ORDR/917923 ies 09/17/2012 - 09/23/2012

Salesperson Phone#

Salesperson FAX# 202-955-5342

Spots/Week

Total Cost

Rate

Len

of

Total Spots

-- REPORT TOTALS-

E Fax# Phone#

Day

Dates

Time

Program

Hiatus Weeks

Buyer

PATRICIA DOME

Report Totals. 11 / \$2,135.00

-SALES MONTHLY TOTALS-

Sales Totals. 12 / \$2,160.00 Sep 12. 12 / \$2,160.00

Station Totals. 12 / \$2,160.00

Lines not sent/rcld/rtrn. 0 / \$0.00 -COMPETITIVE-Market Totals \$30,857 WGHE CABL 26% %0 AKMIM UNKN % %

MUPN WBFX

% %

TIXM WCWG

39% %

MXLV AMEMA

7,0 28%

Demos Books

RA35+ null



WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Smart Media Group-Alexandria 814 King St Alexandria, VA 22314

> Buyer Name Sales Office Salesperson

Phone/Fax

Comments Billing Type

MCCRORY FOR GOV MCCRORY FOR NC GOVERNOR JONATHAN VITTI

Weekly/Irregular

National/Political Candidate Agency BRD

Sales Tax Net Total Commission Commission % Package Deai Order Type

> \$21.25 \$3.75 15.00

Account Types

Advertiser Schedule Dates Contract # 09/23/12-09/23/12 MCCRORY FOR GOV (195181) McCrory for Governor (30707) 1372254

Agency

Product

Smart Media Group-Alexandria (6613) DOME, PATRICIA POLITICAL CANDIDATE (ns) (1186) Millennium Washington DC Millennium/DC, Washington DC (1108) MCCR/ORDR/917923

Normal

Brand

Demo CO-OP Headline # Entered By Last Modified Date Entered 09/13/12 09/13/12 A35+R ECR09818372 Lisa Carter

Greensboro (WXLV)

By Broadcast Month Spots

Sep. 2012 1

\$25.00

Grand Total: H \$25.00

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ccepted-		1.0	Line
Accepted-Agency/Advertiser:		1.0 Normal Line / SPOT (3)	Line Type / Break Type (Ref #)
		09/23/12-09/23/12	Dates
		ω	Sec
Date:			Sec Length
A		:30 10:58:40A- ABC-This Week	h Run Times
lation:			SPW Mo
			M _O
			Tu We Th
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CONFIRMATION CONTRACT		ь.	Fr Sa Su
1		Д	Spots
Date:	1	\$25.00	Rate
Comments:		\$25.00	Total
		\$25.00 Greensboro (WXLV)	Station
		THIS WEEK	Comments
		9/13/12	Entered

7.5.4.4.4 At. 20.40 AM as T.5.4... Casteration 4.4 3043

EC'd Yes	Rep Order#
	9818372
	,
	Ver#
	2
	Status
	Returned

Traffic Order# 1372254

Last Received: Printed: 09/13/2012 2:11 PM

1 of

2

09/13/2012 11:34 AM

Showing Buylines: Last Sta Revised Lines Rep Firm) WASHINGTON

Salesperson (Sales Office (

Salesperson Phone#) JONATHAN VITTI 202-955-5342

Salesperson FAX#

Agency C/P1/P2/E Agency Hiatus Weeks Flight Dates ALEXANDRIA, VA 22314 () SMART MEDIA GROUP 814 KING ST, SUITE 400 09/17/2012 - 09/23/2012 MCCR/ORDR/917923

- CONTRACT COMMENT --

Fax# Phone#

Buyer Product

PATRICIA DOME

917923

Advertiser Estimate#

() POLITICAL MCCRORY FOR GOV

Station

WXLV-TV GREENSBORO/W.SALEM

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY

- REMARKS -

pls see line # 8 for n/a and mg offer.

pls see lines 6 % 7 for n/a's. Let's offer. tks m-f w/o 9/17 1202-108m 1x \$5 kimmel) 9/20 10-11p lx \$785 scandal). pls see lines 1, 2, 4 & 5 for n/als and meed rates pls advise/revise asap. m-f w/o 9/17 11-1135p 1x \$40 hews) 医自动性病 法法院

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	ĸ		`4 ऑ~Ħ		M-F	1,		M-F		M-F	 	Day
Station Remark.	09/17-09/17	Station Remark.	09/17-09/21	Station Remark.	09/17-09/21		Station Remark.	09/17-09/21	Station Remark.	09/17-09/21	 	Dates
	10P-11P	V2 line is	730P-8P	V2 line is	7P-730P		V2 line is	730P-8P	V2 line is	12P-1P	 	Time
V2 line is n/a due to prg chg	CASTLE	V2 line is n/a - will need \$280/ea to clear	FAMILY FEUD	V2 line is n/a - will need \$280/ea to clear	FAMILY FEUD	And the second s	V2 line is n/a - will need \$280/ea to clear	FAMILY FEUD	V2 line is n/a - will need \$40/ea to clear	MILITONAIRE		Program
	. 30		.30		.30	•		.30		.30	1	Len
	\$640.00		\$70.00		\$70.00			\$70.00		\$20.00	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Rate
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	1	1	2	<i>y</i> .	Ю		/	ω.		ω	1 POC	Total
4	\$640.00	1	\$140.00	\	\$140.00	J. J		\$210.00		\$60.00		Total Cost
1						N. S.						

	EC'd Yes	Rep Order#
		9818372
		Ver#
		2
		Status Returned
		Traffic Order# 1372254
Showing Buylines: Last Sta Revised Lines	Last Received:	Printed:
t Sta Revised Lines	09/13/2012 11:34 AM	09/13/2012 2:11 PM
		2 of

2

DI (. . Z* W. 8* E Buyer Fax# Product Station WXLV-TV GREENSBORO/W.SALEM Phone# Estimate# Advertiser (Day PATRICIA DOME MCCRORY FOR GOV 917923) POLITICAL Station Remark. Station Remark. 09/19-09/19 09/18-09/18 Dates $\mbox{\em V2}$ line is $\mbox{\em n/a}$ due to prg chg-offer 9/19 stp lx ncir revenge) V2 Fine is n/a due to prg chg 10P-11P Time 9P-10P NASHVILLE HAPPY / DONT TRUST Program ALEXANDRIA, VA 22314

Agency C/P1/P2/E MCCR/ORDR/917923

Flight Dates 09/17/2012 - 09/73/7017 Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 Hiatus Weeks Len .30 \$675.00 \$270.00 Rate Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# 1-1 Spots/Week) WASHINGTON) JONATHAN VITTI # of 202-955-5342 Weeks Total Spots μ 1-1 \$675.00 Total Cost \$270.00

-REPORT TOTALS-

Report Totals. 13 / \$2,135.00

-SALES MONTHLY TOTALS-

Sep 12. 14 / \$2,160.00

Sales Totals. 14 / \$2,160.00

Station Totals. 14 / \$2,160.00

Lines not sent/rcld/rtrn. 0 / \$0.00

	Market Totals	COMPETITIVE
	\$30,857	
WGHP	CABL	
26%	%	
ATMM	UNKN	
0%	%	
MUPN	WBFX	
%	%	
TIXW	WCWG	
39%	%	
ATXM	AMAM	

7 28

Books Demos

null RA35+

Phone# Buyer Estimate# Product Advertiser Station WXLV-TV GREENSBORO/W.SALEM PATRICIA DOME 917923 MCCRORY FOR GOV (-- ··) POLITICAL

Fax#

Agency (Hiatus Weeks Flight Dates Agency C/P1/P2/E () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 MCCR/ORDR/917923 09/17/2012 - 09/23/2012

> Sales Office (Salesperson (Rep Firm

) WASHINGTON) JONATHAN VITTI

Salesperson FAX# Salesperson Phone# 202-955-5342

- CONTRACT COMMENT -

RACE OR ETHNICITY. BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN

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	W	TU	м	M-F	M-H	US	М- Н	H-H-	Day
	09/19-09/19	09/18-09/18	09/17-09/17	09/17-09/21	09/17-09/21	09/23-09/23	09/17-09/21	09/17-09/21	Dates
	10P-11P	9P-10P	10P-11P	730P-8P	7P-730P	11A-12P	730P-8P	12P-1P	Time
(NASHVILLE γ	HAPPY / DONT TRUST	CASTLE 2	FAMILY FEUD 3	FAMILY FEUD	THIS WEEK 3	FAMILY FEUD 3	MILLIONAIRE	Program
ĺ)	70							
	.30	.30	.30	.30	.30	.30	.30	.30	Len
	\$675.00	\$270.00	\$640.00	\$70.00	\$70.00	\$25.00 V	\$70.00 200 3	\$20.00	Rate
Y REVENUE	Н	나	Н	0 2(1)	282(1)	⊬ ,	3 ((d -)-	Spots/Week
0									
'	Н	μ `	H	H	Н	I −7	₽	 	₩eeks
(Н	1 1	Г.	р 2	2	1	3		# of Total

-REPORT TOTALS-

Report Totals. 14 / \$2,160.00

--SALES MONTHLY TOTALS--

Sep 12. 14 / \$2,160.00

Send also 10-110 1x 7 (5 (3) 0110 ~ 12 m/g -117 9-137 dx + 30/14 (2) War in the Cal 11-11326

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		EC'd Yes	Rep Order#	
	٠		9818372	
777			Ver# 1	
			Ver# 1 Status New	
			Traffic Order#	
	Showing Bnylines: All Lines	Last Received:	Printed:	
!	Lines	09/13/2012 11:25 AM	09/13/2012 11:31 AM	

2 of

2

Lines not sent/rcld/rtrn. 0 / \$0.00 Station Totals. 14 / \$2,160.00 Sales Totals. 14 / \$2,160.00 -COMPETITIVE-Bnyer Phone# Fax# Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 917923 PATRICIA DOME Market Totals \$30,857 Agency () SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 Agency C/P1/P2/E MCCR/ORDR/917923 Flight Dates 09/17/2012 - 09/23/2012 Hiatus Weeks WGHP CABL 26% % AXIMM UNKN % % WBFX NADM % % Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# WCWG IIXM 39% %) WASHINGTON) JONATHAN VITTI 202-955-5342 XMIM VIXW 7% %

Demos

Books

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